SONY

KDL-40S504

40" BRAVIA® S Series LCD TV

Key Features

- 16:9 Full HD 1080p Resolution Panel (1920x1080)
- Dynamic Contrast Ratio: 20,000:1
- BRAVIA Engine™ 2 fully digital video processor
- HDMI™ connection x 3 (1080/60p capable)[1]
- HD Component x 2 (1080/60i capable)
- BRAVIA® Link compatibility
- BRAVIA® Sync capable[2]
- 24p True Cinema™ capable
- Favorites Menu
- Light Sensor™ technology

Key Technologies

16:9 Full HD 1080p Resolution Panel (1920x1080) 16:9 Full HD 1080p resolution panel (1920x1080) accepts any HDTV signal and renders it with optimum resolution, so you can take full advantage of Blu-ray Disc™ players and Sony® PLAYSTATION®[3] entertainment systems that can deliver 1080p content.

Dynamic contrast (20,000:1) Advanced Contrast Enhancer (ACE) creates a dynamic contrast level by working in real time to produce deep blacks in darker scenes, as well as fine details in shadows and other dark areas of the picture for a difference you can truly see.

BRAVIA Engine™ 2 fully digital video processor The BRAVIA Engine 2 fully digital video processor uses a collection of unique Sony technologies to significantly reduce noise, enhance overall image detail, and optimize contrast so every scene produces sharp, vibrant, life-like images and color.

HDMI™ connection x 3 (1080/60p capable) Get versatile HDMI connection options with three HDMI inputs (up to 1080/60p input capable)[1]. Connect a Sony® PLAYSTATION® 3 entertainment system, Blu-ray Disc™ player, or any other HDMI-capable equipment and get uncompressed digital video and multi-channel digital audio on a single cable.

HD Component x 2 (1080/60p capable) Two YPbPr Component inputs (1080/60ipcapable) provide added HD-capable connectivity, and a PC input[3] (HD-15 pin) offers the added versatility to use your HDTV as a computer monitor.

BRAVIA® Link compatibility BRAVIA Link compatibility expands your HDTV's capabilities by letting you connect optional BRAVIA Link modules, including the BRAVIA DVD Link, BRAVIA Wireless Link, and BRAVIA Input Link (all sold separately).

BRAVIA® Sync™ capable BRAVIA Sync capability combines the one-touch access and control functionality of BRAVIA Theatre Sync™ with the ability to control CEC-enabled Sony® Handycam® camcorders and Cyber-shot® digital still cameras using the TV's remote and an on-screen display via HDMI connector[1, 2].

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Features

General

Closed Captions (CC): Analog, Digital
On-Screen Display: Traditional
Finish (Surface Color): Piano Black
BRAVIA® Link Module support: DMX-DVD; DMX-WL1

Display

Backlight Type: CCFL
Display Device: LCD

Video

Video Processing: BRAVIA Engine 2™ Technology
CineMotion® Reverse 3:2 Pulldown Technology: Yes
Game Mode: Yes
Wide Mode: Full, Normal, Wide Zoom, Zoom, Full Pixel
3D Comb Filter: Yes
Auto Wide: Yes
4:3 Default: Yes
24p True Cinema™ Technology: Yes
Picture Mode: Vivid, Standard, Cinema, Custom
Advanced Contrast Enhancer (ACE): Yes

Audio

Digital Amplifier: Standard
Auto SAP: Yes
Auto Mute (on no signal): Yes
Steady Sound® Automatic Volume Control: Yes
Audio Out: Fixed
Stereo System: MTS
Dolby®: Dolby® Digital (for broadcasting)
Alternate Audio (Digital): Yes
SRS®: SRS® TruSurround XT®
Sound Mode: Clear Voice, Dynamic, Custom, Standard

Convenience

Channel Jump: Yes
Favorite Channel: Standard
Multiple Language Display: English, Spanish, French
Info Banner: PSIP, XDS
Sleep Timer: Yes
Input Skip: Manual
Channel Surf: Yes
Channel Block (with password): Yes
Edit Channel Labels: Yes
Label Inputs: Yes
ID-1 Detection: Yes
On/Off Timer: Yes
Theatre Mode (Theatre Button): Yes
Show/Hide Channels: Yes
Auto Shut-off: Yes
BRAVIA® Sync™ : Yes
Parental Control: Yes
BRAVIA® Sync™ Menu Button: Yes (on Remote Control)
Channel Labels: Yes
On-Screen Clock: Yes
Picture Adjustments Lock: Yes
White Balance: RGB Gain/Bias
Start Up BRAVIA® Logo Display: Yes
Favorites Menu: Graphic

Specifications

General

Television Type: Flat Panel LCD HDTV

Display

Viewing Angle (Right/Left): 178 (89/89)
Viewing Angle (Up/Down): 178 (89/89)
On-screen Contrast Ratio: 3,000:1
Dynamic Contrast Ratio: 20,000:1
Screen Size (measured diagonally): 40"
Native Resolution: 1920 x 1080
Display Resolution: 1920 x 1080p (Full HD)
Panel Bit: 8-bit
Aspect Ratio: 16:9
Color Range (u'v'): 90% of NTSC
Color Range (xy): 72% of NTSC

TV System

Tuner (Cable): Clear QAM
Tuner (Terrestrial): ATSC, NTSC
Channel Coverage: VHF: 2-13
UHF: 14-69
CATV (analog): 1-135
CATV (digital) : 1-135
TV System (Analog): M
Number of Tuners (Digital): 1(Hybrid)
TV System (Digital): ATSC
Color System: NTSC

Video

Video Signal: 1080/60p (HDMI™ / COMPONENT), 1080/60i, 1080/24p (HDMI™ ONLY), 720/60p, 480/60p, 480/60i

Audio

Audio Power Output: 20 W (10 W x 2)
Speakers (Total): 2
Speaker Configuration: 2.0

Inputs and Outputs

Component Video (Y/Pb/Pr) Input(s): 2 (Rear) (1 fixed, 1 selectable)
Composite Video Input(s): 2 (1 Side, 1 Rear (selectable))
Digital Audio Output(s): Optical Digital Output - 1 (Rear)
RF Connection Input(s): 1 (Rear)
S-Video Input(s): 1 (Side)
Analog Audio Input(s) (Total): 5 (2 Side, 3 Rear)
Audio Out: 1 (Rear)
HDMI™ Connection(s) (Total): 3 (2 Side, 1 Rear)
PC In (D-Sub) + Audio In (Stereo Mini): 1 (Side) see owner's manual for supported timings
HDMI™ PC Input: Yes (see owner's manual for supported timings)
S-Video Detection: Yes
AC Power Input: 1 (Rear)
Analog Audio Input(s) for HDMI™ : 1 (Rear)
USB 1.1: 1 (Rear) (Service only)

Power

Power Consumption (in Standby): Less than 1W
Power Requirements (voltage): AC 120V
Power Requirements (frequency): 60HZ
Power Consumption (in Operation) max.: 200 W (max)

Regulation and Standard Compliance

VESA® Hole Spacing Compatible: Yes
VESA® Hole Pitch: 300X300 M6/12-16MM

Service and Warranty Information

Limited Warranty Term: 1 Year Labor / 1 Year Parts
Online Instruction Manual (Reference Book): Yes

Energy Saving & Efficiency

LightSensor™ Technology: Yes
Power Saving Modes: Yes
Energy Star® compliant: Exceeds Energy Star® Version 3.0
Eco Settings: Yes
Dynamic Backlight Control: Yes
Backlight Off Mode: Yes
PC Power Management: Yes
Estimated Annual Energy Consumption (kWh): 284.96 kW
Power Consumption (On Mode) for Energy Star: 155 W
Power Consumption (Standby Mode) for Energy Star: 0.30 W

Recycled & Recyclable Materials

Packaging Materials: Recycled Carton (more than 40%)
Printed Materials: FSC Certified

Dimensions

Weight: 40.8 lbs. (18.5kg) with pedestal; 37.1 lbs. (16.8kg) without pedestal
Measurements: 38 7/8 x 27 x 10 3/4 in (987 x 683 x 271mm) with pedestal; 38 7/8 x 25 1/8 x 3 3/4 in (987 x 636 x 93mm) without pedestal

Supplied Accessories

Remote Control RM-YD028
Batteries (Type AA x2)
AC Power Cord (attached)
Operating Instructions
Quick Setup Guide
Table Top Stand (separate, pre-assembled)
Screws (4) for Pedestal
Warranty Card

Optional Accessories

SU-WL500 Wallmount Bracket
BRAVIA® DVD Link
BRAVIA® Input Link
BRAVIA® Wireless Link

UPC Code: 27242777415

1. HDMI connector required and sold separately.
2. Works with other BRAVIA Sync or Theatre Sync™ -labeled home audio/video products when connected via HDMI.
3. Limited to resolutions supported by both the PC and the Sony TV. See Sony TV user's manual and PC documentation for the supported resolutions.
4. Check with your local TV station or cable company for details on accessing or subscribing to HD content

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